ABSTRACT OF DISCLOSURE

An apparatus, method, and medium including computer readable code for measuring noise of an image signal, to precisely measure the noise regardless of a spatial frequency component of the input image signal. The apparatus includes a block average calculator for dividing a picture of the input image signal into a desired number of blocks and then calculating an average luminance value for each divided block, a delay for delaying the picture of the input image signal by one period, an SAD calculator for calculating an absolute difference between the average luminance value of the present picture and the average luminance value of the picture of the a delayed image signal, in on a per block basis, and a picture noise selector for selecting a desired number-th absolute difference as a picture noise when the absolute differences calculated by the SAD calculator are arranged, in turn, from a smallest value toward a largest value. Therefore, the apparatus, method, and medium including computer readable code reduce a variability of a measured noise value between a present region and a previous region, thereby being capable of stably measuring noise in an input image signal, if the entire image is continuously moved in a desired region.